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Alberta: Information on Industrial Development Prospects.
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Alberta is the brightest spot in Canada -- not only because Alberta enjoys more hours of sunshine than any other province -- but her industrial development prospects are among the brightest not only in the dominion -- but on the North American continent.

Alberta's industrial future is very bright. Barring a major catastrophe, the present existing conditions in the Province are merely the first timid steps toward the future goal. New industries bring more new industries. With increased industries come increased population which in turn gives increased market which also encourages new industry. Primary industries are followed by secondary industries and in turn by service industries. This effect can be expected throughout Alberta. The Province is fairly well balanced with regard to the resources and natural advantages. The minerals in the north balanced by irrigation in the south.

Alberta's past industrial life actually covers but a few years. Formed as a province in 1905 the first twenty years were largely a settling and pioneering period broken further by the First Great War. From an industrial development viewpoint Alberta might consider the province to be about 25 years old.

Industrial Alberta stands now in a truly advantageous position. Admittedly there are still certain obstacles to speedy progress. Local markets are limited due to sparse population. Distances of transportation are great and high freight rates to the various centres of concentrated population and exports markets are serious handicaps. However the province has all the basic requirements for production, namely raw materials, labor, power or fuel. At present these are developed to an appreciable degree keeping pace with our rate of industrial growth.

In the labor field Alberta is once again in a favorable position. Wage conditions and labor legislation may be considered generally good, giving somewhat more stability to our



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labor picture than can be found elsewhere. There is less time off the job in Alberta resulting from strikes than anywhere else in Canada. Besides all this, Alberta developed over the years an environment or industrial climate helpful to Industrial Development. This environment is made up of an optimistic spirit amongst our people generally and particularly among our industrially minded men, a Government policy of free enterprise which is encouraging to private initiative, and the activities of both local and governmental boards whose efforts are aimed at assisting industrial development.

An Alberta government body, The Alberta Industrial Development Board, is playing a big part in encouraging and actually aiding industrial development in the province. It was set up in 1946 under the guidance of the Department of Industries and Labour. In 1948 the board was transferred to the Department of Economic Affairs. The board endeavours to aid in the development of Alberta's natural resources by assisting in the establishment of small or large new businesses or industries.

At least four board meetings are held each year with more called if necessary. In an effort to stimulate public interest the meetings are held at various centres in the Province. The meetings are informal and, in addition to the board members, are attended by the director of publicity and director of tourist travel, who assist with board work. The expenses of the meetings and travelling expenses of the members are paid by the government.

Co-operation with two organizations, the Alberta Research Council and the Alberta Industrial Corporation, is essential in the operation of the board.

With its staff of technicians the Research Council is able to give the board technical advice concerning an industry. The board also presents problems to the council for which they

require information. The council experiments with mechanical and technical processes and informs the board whether they are suitable for adoption in Alberta. Information regarding raw materials is also given to the board by the council.

The Alberta Industrial Corporation is a lending institution designed to financially assist new industry in the Province. If rigid investigation supports the application for financial assistance, this organization will loan money to persons starting new industries. The money must be repaid within a certain determined period. A potential client is first interviewed by the advisory committee of the corporation which makes recommendations to the corporation. There must be a need for the proposed industry within the Province before any loan is considered.

A wealth of general and technical knowledge must be maintained and definitely kept up-to-date in order to foster successful industrial development. Subsequently surveys of all or any natural resources of Alberta and the formulation of plans for their useful, economical, and orderly development, are among the board's duties. These duties were prescribed by the order-in-council which established it. To fulfil these duties maps showing industrial sites, public utilities, and transportation systems must be collected. These maps show too the selection of industries with reasonable prospect of success.

An important function of the Industrial Development Board is promotion of a free exchange of ideas. Such a facility is built up by contact with other organizations, institutions, and individuals engaged in similar types of enterprise. The contacts must include departments of the Dominion government, industrial commissioners at various levels, banks and trust companies. Chambers of commerce and boards of trade, research councils, merchantile agencies, industrialists, and others are also included.

This exchange of ideas is free in the most literal sense. There has never yet appeared any tendency to guard jealousy the "secret" of any process or system likely to be of general benefit. Here is an example how the free exchange of ideas operates. There is a new industry almost ready to start in Alberta and the Alberta Industrial Development Board requires information relative to that industry. If a similar industry is operating in another province that government likely will have a great amount of experience from which the Provincial board is free to borrow. On the other hand the Alberta board may have access to information desired by other provinces. For example, the extraction of crude oil from bituminous sand.

It now is possible for the free exchange of ideas between Alberta and many centres in the United States. This is made possible through the board's association with the Mid-continental Council of Development Agencies, representing the Canadian Prairie Provinces and western Ontario, along with 12 midwestern States.

Proper operation of the Alberta board entails many functions. With an adequate card-index system the board can help a manufacturer seeking a location for his factory. A location may be suggested after considering the transportation of raw materials to the factory and shipments of the product to market. The board will determine where the markets exist - what competitors are already in the field - availability and cost of fuel - whether natural gas is present in the vicinity or if it could be run into the location. The board also will ascertain whether the municipality would be prepared to offer any subsidy in the way of free sites or tax rebates. It will reveal information concerning labor conditions, water supply, taxation, and climate.

R. A. McMullen, Agent General for the Province of Alberta, located at 37 Hill Street, London, W. 1., contacts many British industrialists on behalf of the Alberta Government. He received all publicity material on the Province and copies of the Industrial Development campaign material. He is informed also of new finds and developments in the Province.

An aerial photographic survey of Alberta's 255,000 square miles will be of tremendous value to the Province.

Although Alberta is a young province she is already well known for her wealth of natural resources. There still remains, however, a great amount of exploration work to be done within our borders. About half of the Province still must be surveyed and properly mapped. It would take ground-slogging engineers upwards of 50 years to do the work that at present is undone. The aerial survey will give the province the required service in just over three years.

There are two parts to the survey. First - to shoot the entire province. Second to shoot the 95,000 square miles of forest area.

From the survey a comprehensive inventory of Alberta's forest will be compiled. Interpretation of the photographs will reveal outcroppings of rocks. This will aid geologists in planning future mineral searches. The maps prepared from the photographs will indicate roads, rivers, lakes, hills, settlements, and other factors. These photographs will aid road and bridge builders and town planners. They will help them decide best locations for bridges, roads, towns and villages.

Alberta has made news more often than any other Canadian province since the discovery at Leduc just three years ago. This field was discovered February 13, 1947 and since that time a large field has been developed at Redwater. Other very important discoveries have been made also and six additional areas are being now developed into fields. Alberta's oilfields are characterized by international oilmen as the "hot spot" in the petroleum

picture. For years this province's fields have produced 95 per-cent of Canadian oil. In 1949 the Dominion Bureau of Statistics' preliminary estimates showed that of the 22,219,800 barrels of oil produced in all Canada, 20,935,200 came from Alberta fields.

Complementary to petroleum is Alberta's equally famous natural gas, an important factor in the Province's manufacturing industries that turn out \$350 million worth of goods every year.

Alberta is the richest of all Provinces in coal reserves. Her reserves, probably and possible are estimated by the Dominion Bureau of Statistics at 47,874,300,000 (billion) tons. The bureau's estimate of the 1949 output is 8,720,000 (million) of Canada's 19 million tons of coal.

Agriculture is still Alberta's major industry. In this respect her vast acreage of farmland and range are in the lead. Alberta cattle, horses and wheat have enjoyed world fame for many years; not only because of their superior quality for the new and always improving strains that come from this great agronomical laboratory.

Alberta is the fourth richest of all provinces in forest resources. With this Alberta possesses great streams for economical transport and water power. Also of tremendous value relative to the forest wealth is this Province's proximity to coal resources. None of the three more heavily timbered provinces enjoy this advantage. Alberta's forests provide a wealth of pulp and paper material which so far has not been exploited. However one corporation has announced that it intends to erect, at a cost of \$10,000,000 (million), for the first unit of a mill at Edmonton this year.

Alberta soil provides also the raw material for brick and other clay products. Alberta-made pottery and tile are in use all over Canada. Markets for Alberta-made linseed oil extend from the head of the Lakes to the Pacific coast.

Products of the sugar beet fields, processed in three refineries close to the United States border, provide Canadian tables with ten percent of the national sugar consumption. Farther north great salt deposits provide material for a manufacturing industry still in its infancy, but the market has welcomed the product all over the Prairie province.

It is to be noted that business, industry and agriculture in Alberta are unhaunted by the spectre of expropriation or any restrictions save only those imposed by the principles of sound economy. And the individual citizen lives his life in the same free air as commerce carries on its trade.

Alberta provides the sportsman one of the greatest playgrounds in the world and activities for tourists and holiday makers. The Alberta Rockies are second to nothing in grandeur. They are not surpassed on any continent for the devotees of Alpine sports. The forests are the haunts of big game, the lakes and prairies of feathered creatures, the streams and rivers of the finest fish. For the adventurously inclined there are trail rides with pack horses and canoes and giant peaks to challenge the hardest climber.

Industry based on agriculture can be expected to expand. Uses of Alberta timber should increase both as a lumber industry and in the new field of pulp and paper production. The advance of the oil and gas industry appears assured, and may in the future be connected with chemical industries together with coal as raw materials. Synthetic fuel plants, plastic plants and synthetic rubber plants are in this category. Although the raw materials are here in large supply these plants require large capital investments and ample markets for both primary products and byproducts. At present these are not assured -- in view of this industries must be viewed as future possibilities with no date attached. WHEN THE CHEMICAL AND PLASTIC COMES TO ALBERTA THIS PROVINCE WILL BEGIN ITS PROBABLE GREATEST PERIOD OF INDUSTRIAL EXPANSION.

Power is the keynote of the future industrial picture in this Province. Whether supplied by coal, gas, oil, or power stations, power in the form of kilowatt hours is essential in industrial development. Hydro electric power potentials are estimated at from 4,000 horse power to 1,000,000 horse power. This power reserve is the reason why our established industries will continue to expand in Alberta and why new industries will continue to come to our Province.

There has been no recession felt in Alberta and it is now expected to be felt in the near future.

With raw materials similar to those of the Southwestern United States, Alberta shows promise as a large-scale chemical centre. Large reserves of natural gas, petroleum, and salt are the basis for the development along the Gulf Coast, where over \$650 million has been invested during and since the war to make synthetic rubber, plastics, soda ash, nylon, antifreeze, and a variety of organic chemicals. One stumbling block to development of chemical industries in Alberta, however, is the high U.S. Tariff, which would limit exploitation of U.S. markets. While the raw materials, oil and natural gas, can be shipped to this country relatively cheap, the Canadians would lose a great share of the revenue attainable from manufactured chemicals. Agriculture, mainly cattle and wheat, has been the backbone of Alberta's economy in the past; the province became a major producer of crude oil in 1936. Alberta is already the major coal producer in Canada. The forest lands and abundance of water suggest the possibility of a paper industry there.

